

ENCANTOS + nickelodeon

A Content and Consumer Products Partnership

The Partnership

On November 2017, Nickelodeon partnered with Encantos Media Studios, PBC (Encantos) to develop the first collection of consumer products for infants and toddlers, inspired by the award-winning bilingual children's property, Canticos.

With a collection of some of the most beloved nursery rhymes from all over the Spanish-speaking world, Canticos celebrates Latino culture by bringing songs to life through bilingual children's books, interactive apps and sing-along videos.

"From the moment we first saw it, we loved how Canticos brings together kids and families from all backgrounds through bilingual stories and culturally authentic songs and characters," said Pam Kaufman, CMO and President, Consumer Products, Nickelodeon. *"The appeal of this property is universal and we look forward to introducing a gorgeous consumer products line for infants and toddlers that embodies the spirit of this terrific property."*

The Content

Canticos bilingual short-form digital content starring an adorable cast of animal characters will launch in May 2018 across Nickelodeon's digital platforms, including NickJr.com, Nick Jr.'s YouTube channel, the Nick Jr. app and Noggin, Nickelodeon's video subscription service.

The animated sing-along videos produced by Encantos feature beloved Spanish favorites such as "Los pollitos dicen" as well as unique English adaptations for each song, in two-minute long bilingual videos.

In addition, the series includes ubiquitous English nursery rhymes like "Itsy Bitsy Spider" in their original language, along with Spanish adaptations.

The result is a modern and multicultural nursery rhyme brand with cross-cultural appeal by and for today's diverse families:

- + A U.S. and international based team of musicians, animators and producers of Latino and other diverse backgrounds.
- + A variety of music genres including classic lullabies, as well as updated versions with Latin music genres from merengue to mariachi.
- + Latino cultural references found throughout the animations like backgrounds of lush tropical flowers native to Central and South America, and a spider web re-imagined to resemble doilies originating in Spain.

The Consumer Products

A new Nickelodeon and Canticos consumer products line is targeted to launch in Spring 2019 across categories including: layette, toys, bedding, and bath.

About Encantos Media Studios

Encantos is a purpose-driven family entertainment company creating family brands for today's multicultural generations. Encantos is a Public Benefit Corporation and a minority-owned and female-led business. It was founded by two wife and husband teams: Nuria Santamaria Wolfe and Steven Wolfe Pereira, and Susie Jaramillo and Carlos Hoyos.

Press inquiries say "Hola" at press@encantosmedia.com